













EC'd Yes    Last Received: 10/19/2012 2:40 PM

Showing Buylines: All Lines

Station WAVY-TV NORFOLK, VA.  
Advertiser ( ) AMER 4 JOB SECURITY  
Product AMERICANS FOR JOB SE  
Estimate# 1251  
Buyer Noelle Ramsey  
Phone#  
Fax#

Agency ( ) CROSSROADS MEDIA  
66 CANAL CENTER PLAZA, SUITE 555  
ALEXANDRIA, VA 22314  
Agency C/P1/P2/E 13/141/1251  
Flight Dates 10/23/2012 - 11/01/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) PHILADELPHIA  
Salesperson ( ) ANJIE BRADY  
Salesperson Phone# 215-567-6005  
Salesperson FAX# 215-567-5938

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	64	M	7P-730P	ENT TONIGHT 30<	:30	\$1,500.00	10/29-10/29	1	1	1	\$1,500.00	
Rating: 4.8												
	65	TU	7P-730P	ENT TONIGHT 30<	:30	\$1,500.00	10/30-10/30	1	1	1	\$1,500.00	
Rating: 4.8												
	66	W	7P-730P	ENT TONIGHT 30<	:30	\$1,500.00	10/31-10/31	1	1	1	\$1,500.00	
Rating: 4.8												
	67	TH	7P-730P	ENT TONIGHT 30<	:30	\$1,500.00	11/01-11/01	1	1	1	\$1,500.00	
Rating: 4.8												

---REPORT TOTALS---

Report Totals: 67 / \$82,200.00

---SALES MONTHLY TOTALS---

Oct 12: 35 / \$42,000.00    Nov 12: 32 / \$40,200.00

Sales Totals: 67 / \$82,200.00

Station Totals: 67 / \$82,200.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$293,571	CATV 0%	WAVY 28%	WGNT 2%	WPXV 0%	WTKR 27%
		WTVZ 3%	WVBT 5%	WVEC 35%		

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books NOV10, MAY11, ENOV11  
Demos RA35+

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--- CREDIT RISK ---  
CASH IN ADVANCE